UNIVERSITY OF WYOMING.

Dear Potential Licensee:

Thank you for contacting our office regarding becoming properly licensed to use either the University or State of Wyoming's trademarks. Within this licensing packet, you will find University or State of Wyoming's trademarks. Within this licensing packet, you will find information on how one would become properly licensed along with information about what is involved as a licensee. Additional information about these licensing programs are provided within the licensing packet.

provided within the licensing packer.

If at any point you have questions regarding the licensing process, please do not hesitate to contact our office.

Sincerely,

Shaun Ziegler Manager, Trademark Licensing University of Wyoming

Getting Started

Prior to completing the attached application, please read through the following information and determine which license agreement best suits your intended product lines and/or company goals.

Which license should you apply for?

Limited In-State License Agreement

This agreement is ideally suited for those businesses simply wishing to produce products with the Bucking Horse & Rider or other State trademarks as identified on the application. This agreement has no upfront fees or costs but does require the collection and submission of royalties at a 6.5% rate (royalties are based on wholesale value of the commercial product). With the exception of select product categories, product liability insurance is not required.

Standard In-State License Agreement

This agreement grants manufacturers the flexibility to use both the State's trademarks as well as the University's trademarks on their products. There is also no upfront fee or costs for applying and holding this license agreement. However, a \$1,000,000 product liability insurance policy is required. This insurance policy should not be purchased until a license agreement has been fully executed. The collection and submission of royalties are the same as the Limited In-State Agreement.

Licensing Steps:

Given our commitment to quality products, the licensing steps are the same for both agreements.

- Submit a completed licensing application. Along with the application, please submit a sample of the products currently produced by your company.
- If application is approved, a contract will be returned for licensees review and signature.
- Once a license agreement has been fully executed, a disk containing the necessary graphics will be provided.
- Licensee must then submit a finished sample bearing the licensed marks of the University or State.

Once Licensed:

- Affix an officially licensed label as shown below to each product that will be resold by a retailer, etc.
- Include if at all feasible your company's name on the product.
- Submit all designs (i.e. screenprinters/embroiders) and new products for review and approval.
- Submit royalty reports and appropriate royalties on a quarterly basis.
- *Always refer to the actual licensing agreement as it relates to requirements, payments, etc.



Licensing Application

Please complete as much of this application as possible. This information will be used to determine whether a license should be granted to you/your company.

Please indicate which license agreement you are applying for

Company known as: Company also doing business as: Street Address: Mailing Address: City: State: Zip code: State in which your company or parent company is based Principle Licensing Contact: Phone number: fax: company Website: Company Description Type of organization (select one): Company Description Type of organization (select one): Company Description Type of Employees (including self) Products currently produced and sold by you/your company Other licenses currently held (ie. Disney, Notre Dame, NFL, etc.) Are you a (answer each question with a yes or no) Retailer yes/no Distributor/Wholesaler yes/no Ad Specialty yes/no ASI # Product & Manufacturing Information	Phone number:
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Product & Manufacturing Information	Are you a (answer each question with a yes or no)
	Retailer yes/no Distributor/Wholesaler yes/no Ad Specialty yes/no ASI #
Please list below the products to which you wish to apply licensed marks:	Product & Manufacturing Information
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Product Description Approx Wholesale Co	Product Description Approx Wholesale Cost

Distribution & Sales Information

2 or jour custiness culturing have a suite representative a	hat actively seeks business from third parties? \(\sigma\) Yes \(\sigma\) No
If yes, does this sales representative seek business outside	of the city/town you are located within?
Where do you expect a majority of your licensed products	to be sold? (Please mark only those that apply)
□ University Bookstore □ University Depts. □ Campus. □ Alumni Association □ State Depts. □ Fundraisers □ □ Regional Mass Merchants □ Sports Specialty Stores □ Mom & Pop Stores □ Grocery Stores □ Catalogs □ □ Flee Markets □ Craft Shows □ Other	☐ Concessionaire ☐ Department Stores ☐ Convenience Stores ☐ Tourist Oriented Stores
If "Other" please explain:	
State Trademarks WYOMING PROUD®	University Trademarks and Verbiage COWDING COWBOYS COWBOYS
	Pokes™, WYO™, Wyoming Cowboys®, (when ref. UW)
Wyoming™	(when ref. UW)
Wyoming™	
Wyoming TM Applicant is seeking use of	(when ref. UW) f (please check one or both boxes): University trademarks and verbiage f Wyoming trademarks are required to obtain
Applicant is seeking use of State of Wyoming trademarks All licensees producing products bearing the University of product liability insurance. Please do not purchase this ins	f (when ref. UW) f (please check one or both boxes): University trademarks and verbiage f Wyoming trademarks are required to obtain surance until your application has been approved
Applicant is seeking use of State of Wyoming trademarks All licensees producing products bearing the University of product liability insurance. Please do not purchase this ins and a licensing agreement executed.	f (when ref. UW) f (please check one or both boxes): University trademarks and verbiage f Wyoming trademarks are required to obtain surance until your application has been approved e, to the best of my ability, true, accurate, and complete.
Applicant is seeking use of State of Wyoming trademarks All licensees producing products bearing the University of product liability insurance. Please do not purchase this ins and a licensing agreement executed. I hereby affirm that my answers to the above questions are	f (when ref. UW) f (please check one or both boxes): University trademarks and verbiage f Wyoming trademarks are required to obtain surance until your application has been approved e, to the best of my ability, true, accurate, and complete.
Applicant is seeking use of State of Wyoming trademarks All licensees producing products bearing the University of product liability insurance. Please do not purchase this ins and a licensing agreement executed. I hereby affirm that my answers to the above questions are Name:	f (when ref. UW) f (please check one or both boxes): University trademarks and verbiage f Wyoming trademarks are required to obtain surance until your application has been approved e, to the best of my ability, true, accurate, and complete.